

Community Identifier Projects

in Unincorporated Alameda County - Ashland/Cherryland, Castro Valley & San Lorenzo

Overview

Alameda County Arts Commission is working on three Community Identifier Projects in Alameda County's unincorporated communities: Ashland/Cherryland, Castro Valley and San Lorenzo. The Community Identifier Projects involve designing and painting the name of the community along with other design elements on freeway overpasses. The overall goal is to create community gateway markers that help support a positive and welcoming environment for both the community and visitors. Practicing, professional artists will be hired through an open competitive selection process to design and paint the Community Identifiers. It is anticipated that the projects will be completed in the Fall of 2018.

The Community Identifier Project concept was developed through community interest and support. It was designated as an official project of the Alameda County Arts Commission by the Alameda County Board of Supervisors in August 2016. The freeway overpasses identified for the Community Identifier Projects are under the control of the CA State Department of Transportation (Caltrans). Caltrans allows text and limited design elements as part of their Community Identification Program. A proposal must be submitted to and approved by Caltrans. Completion of all projects is contingent on Caltrans approval.

Locations of the Community Identifiers

1. Ashland/Cherryland - 238 Highway Overpass at Mission Blvd / E. 14th Street
2. Castro Valley - 580 Highway Overpass at Redwood Road
3. San Lorenzo - 880 Highway Overpass at Hesperian Boulevard

Project Update

The Alameda County Arts Commission is pleased to announce that three Bay Area artists have been selected to create Community Identifiers: Nico Berry for Ashland/Cherryland, Robert Minervini for Castro Valley, and John Wehrle for San Lorenzo. The artists and their designs were chosen by three separate selection committees comprised of local community members.

Each Community Identifier will feature the name of the community along with other design elements. Nico Berry's design celebrates Ashland and Cherryland with vibrant images of leaves from the Oregon Ash tree and blossoms of the Cherry tree. Robert Minervini's design honors Castro Valley through a panoramic landscape that features Lake Chabot and the Bay. John Wehrle's design celebrates San Lorenzo through images of the San Lorenzo Creek including the depiction of water, Sycamore tree leaves, and other natural elements such as a dragonfly, turtle, duck, and butterfly.

The artist selection committees chose the three final artists through an open, competitive process with multiple steps. In September 2017, each selection committee interviewed five semi-finalist artists who created proposals for each project site. Each committee also reviewed and discussed the comments submitted by community members when the proposals were available for public comment. The selected artists live throughout the Bay Area: Nico Berry resides in San Francisco; Robert Minervini resides in Oakland; and John Wehrle resides in Richmond.

In October, the recommendation of each selected artist and their proposal design will be presented to local community groups. Then the recommendations will be forwarded to the Members of the Alameda County Arts Commission for

review and approval at the regular monthly meeting on Wednesday, November 8, 2017 at 4:00pm, located at 1401 Lakeside Drive, Oakland. The artists' contracts will be presented to the Alameda County Board of Supervisors for approval in late 2017; contact the Arts Commission office at 510-208-9646 for the exact date. All meetings are open to the public. Upon approval by the Board of Supervisors, a proposal for all project sites will be submitted to Caltrans for review and approval. Completion of all projects is contingent on Caltrans approval.

Selected Proposal Designs

Ashland/Cherryland Community Identifier – Artist Nico Berry



Image of updated final version –

Artist Nico Berry updated the Ashland proposal by adding a green background behind the letters and more details to the leaves. The Community Identifier in Ashland/Cherryland will read “Ashland” when approaching the Ashland community and “Cherryland” when approaching the Cherryland community.

Castro Valley Community Identifier – Artist Robert Minervini



Image of updated final version –

Artist Robert Minervini updated the design by adding a stronger yellow color to the lettering and more blue to the sky and lake. Minervini also updated the center section of the design by making the hill and tree area smaller and adding more variation of colors and shapes. The same design will be used on both sides of the overpass.

San Lorenzo Community Identifier – Artist John Wehrle



Image of updated final version –

Artist John Wehrle updated the design by enlarging the letters and changing the background color from green to a turquoise-blue. Additionally, the design was slightly expanded to include the top center column section and the far right and left ends. The same design will be used on both sides of the overpass.

Project Background

Community involvement and engagement has been at the core of this project. Community members have been involved throughout the project in the last year by serving on the artist selection committees, contributing to community surveys about their neighborhoods, participating in community roundtables and community meetings as well as providing comments on the artists' proposal designs.

Three separate artist selection committees, one for each community, met on March 9, March 14, and March 15, 2017 to review the qualifications and past artwork of the artists in the Project Pool. At these meetings, the artist selection committees selected 5 artist semi-finalists per site to create proposals for the Community Identifier Projects. The artist semi-finalists were reviewed and approved by the Alameda County Public Art Advisory Committee (PAAC) and the Members of Arts Commission.

In April and May, 2017, a Community Roundtable was held in each of the three communities with the artist semi-finalists. During the Roundtables, community members had the opportunity to share thoughts about the special characteristics of their community and how those characteristics should be reflected in the designs of the Community Identifier. Community members also contributed ideas through an online survey. The artist semi-finalists considered the survey and Roundtable comments when developing their proposal designs.

Community Roundtables with community members and the artist semi-finalists were held on the following dates at the following locations:

- Ashland/Cherryland: April 26, 2017, 6:00-7:30pm at Ashland Place, 16385 E. 14 Street
- Castro Valley: April 25, 2017, 6:00-7:30pm at the Castro Valley Library, 3600 Norbridge Ave.
- San Lorenzo: May 2, 2017, 6:00-7:30pm at the San Lorenzo Library, 395 Paseo Grande

The artist semi-finalists' proposal designs were submitted to the Arts Commission Staff in June. From June 26 – August 27, the artist semi-finalists' proposal designs were on display for community members to view in-person and online. Additionally, the Castro Valley proposals were presented through early September to enable a display at the Castro Valley Fall Festival. The displays included images of each artist's proposed design and a written description. Community members were encouraged to submit comments describing why each of the artists' proposal designs were or were not a good match for the whole community. The comments were meant to help inform the selection committees' deliberations about the best designs. The public comments were not considered a vote. All of the comments that were collected were shared with the selection committees when they reconvened in September to interview the artists.

Artwork proposals by the selected artist semi-finalists were on display for community members to view in-person at the following locations:

Ashland/Cherryland:

- July 11 at the Cherryland Community Assoc. meeting, Eden United Church, 21455 Birch, Hayward
- July 18 at the Ashland Community Assoc. meeting, Ashland Place, 16385 E. 14th St, San Leandro
- July 28 at Eden Night Live at 16640 E. 14th St, San Leandro
- July 29 at the Cherryland Fire Station Opening, 19745 Meekland Ave, Hayward
- Aug 3 at REACH Ashland Youth Center, 16335 E. 14th St, San Leandro
- Aug 16 at the Ashland Community Center, 1530 - 167th Ave, San Leandro

Castro Valley:

- June 20 – July 26 at the Castro Valley Library, 3600 Norbridge Ave.
- Aug 1 at Castro Valley Street Eats, Adobe Art Center, 20395 San Miguel Ave, Castro Valley
- Aug 16 at the Ashland Community Center, 1530 - 167th Ave, San Leandro
- Aug 22 – Sept 5 at the Castro Valley/Eden Area Chamber of Commerce offices, 3160 Castro Valley Blvd #224, Castro Valley
- Sept 8 – 11 at the Castro Valley Fall Festival

San Lorenzo:

- June 20 – July 26 at the San Lorenzo Library, 395 Paseo Grande
- Aug 1 at the National Night Out, St. John’s Church, 264 E. Lewelling Blvd., San Lorenzo
- Aug 17 at the San Lorenzo Village Homeowners Assoc. meeting, 377 Paseo Grande, San Lorenzo
- Aug 16 at the Ashland Community Center, 1530 - 167th Ave, San Leandro

Presentations about the selected artists and their designs will be made to community groups in the unincorporated areas in October. The Alameda County Public Art Advisory Committee, the Members of Arts Commission, and the Alameda County Board of Supervisors must approve the selected artists.

Artist Selection Committees

The Artist Selection Committee members are listed below by site:

Ashland/Cherryland Selection Committee

- Mike Baratta, Community Representative
- Breann Gala, Community Representative
- Rick Hatcher, Community Representative
- Sandra Macias, Community Representative
- Winda Shimizu, Artist & Community Representative
- Barisha Spriggs, Community Representative
- Peter Tonningsen, Artist

Additional Attendees

- Cathy O’Dea, Alameda County Arts Commissioner (non-voting, advisory)
- Sarah Oddie, Representing County Supervisor Wilma Chan (non-voting, advisory)

Castro Valley Selection Committee

- Kathy Anderson, Community Representative
- Jason Engelund, Artist & Community Representative
- Karl Hodges, Community Representative
- Roxann Lewis, Community Representative
- Kimberly Overton, Artist & Community Representative

- Ashley Strasburg, Community Representative
- Linda Willis, Community Representative

Additional Attendees

- Cathy O’Dea, Alameda County Arts Commissioner (non-voting, advisory)
- Paul Sanftner, Representing County Supervisor Nate Miley (non-voting, advisory)
- Mark Yin, Alameda County Public Art Advisory Committee Member (non-voting, advisory)

San Lorenzo Selection Committee

- Sandra Anderson, Community Representative
- Jean Bidwell, Artist
- George Castillo, Community Representative (March meeting only)
- Donald Clowser, Community Representative
- Gregory Duggan, Artist & Community Representative
- Penny Peck, Community Representative
- Randy Waage, Community Representative

Additional Attendees

- Cathy O’Dea, Alameda County Arts Commissioner (non-voting, advisory)
- Sarah Oddie, Representing County Supervisor Wilma Chan (non-voting, advisory)
- Karina Rivera, Representing County Supervisor Wilma Chan (non-voting, advisory)

Project Management

The Alameda County Arts Commission staff manages this project utilizing the same approach used for past public art projects involving extensive community outreach and engagement, an open competitive selection process, and multi-step reviews and approvals. This process was used in recent public art projects in the unincorporated areas including the Cherryland Fire Station, San Lorenzo Library, Castro Valley Streetscape Improvement Project, and Castro Valley Library.

Main Project Elements

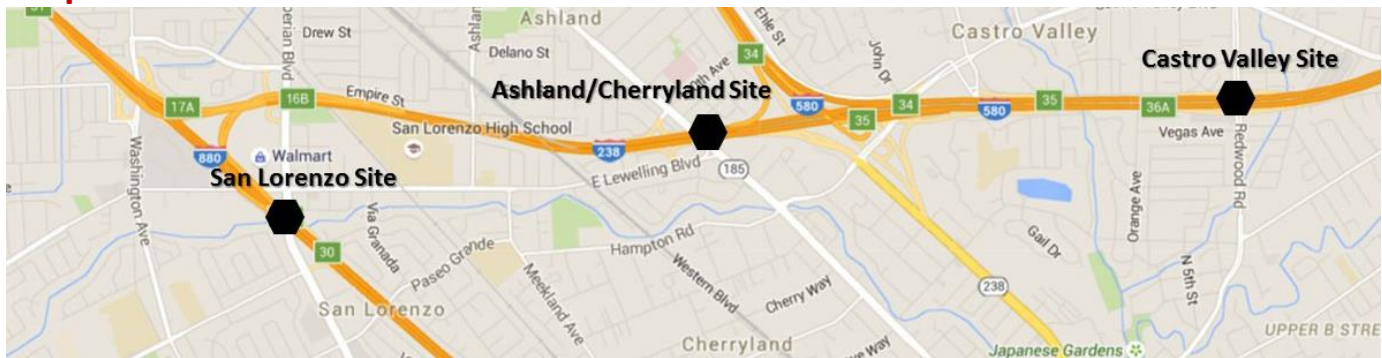
- Community outreach and involvement are key aspects to help ensure a successful project. Community members were encouraged to serve on artist selection committees, participate in a community surveys, and provide comments about the proposal designs.
- Each Community Identifier project will feature the community name “Castro Valley”, “San Lorenzo”, “Ashland” and “Cherryland” plus other design elements. The designs will be painted on both sides of the overpasses and will be the same on both sides, dependent on location.
- Main areas with designs will be above 9 feet to help ensure maintenance. It is anticipated that other areas, such as underneath the overpass, will not be painted due to concerns for appropriate surface, future maintenance, visibility, and overall cost.
- Caltrans approval is required for each site.
- Practicing, professional artists are selected through an open competitive selection process, as defined by the County's Public Art Ordinance. The Arts Commission uses its Artist Registry for these projects.
- The Arts Commission will issue and manage the artists’ contracts as per regular procedure for the County.
- Community Identifier will have a presentation period of 10 years. After 10 years, the County will conduct an evaluation with the community to determine appropriate next steps, which may include painting over and removal of the Community Identifier.

Main Project Steps

- Aug 2016 - Authorization to begin project by Board of Supervisors
- Sept - Dec 2016 - Arts Commission staff complete project plan and timeline
- Sept - Dec 2016 - Call for Artists conducted with open competitive process
- Nov 2016 - Jan 2017 - Community survey & submission of interest forms regarding selection committees

- March 2017 – Selection committee meetings and selection of artist semi-finalists
- April - May 2017 – Community Roundtables and online surveys
- May 2017 – Artist semi-finalists develop proposals
- June - Sept 2017 – Proposals on display in-person at various locations and online for public comments
- Sept 2017 – Selection committees reconvene to select artists and make recommendations
- Oct 2017 - Presentations to community groups in the unincorporated areas
- Nov - Dec 2017 - Approvals by Members of the Arts Commission and Board of Supervisors
- Dec 2017 - Artists under contract as per regular procedure for County public art projects
- Jan 2018 - Submission of proposal to Caltrans (Caltrans review may take up to 6 months)
- Mid 2018 - On-site preparation, coordination, and painting
- Fall 2018 - Estimated completion of project

Map of Locations:



1. Ashland/Cherryland Site

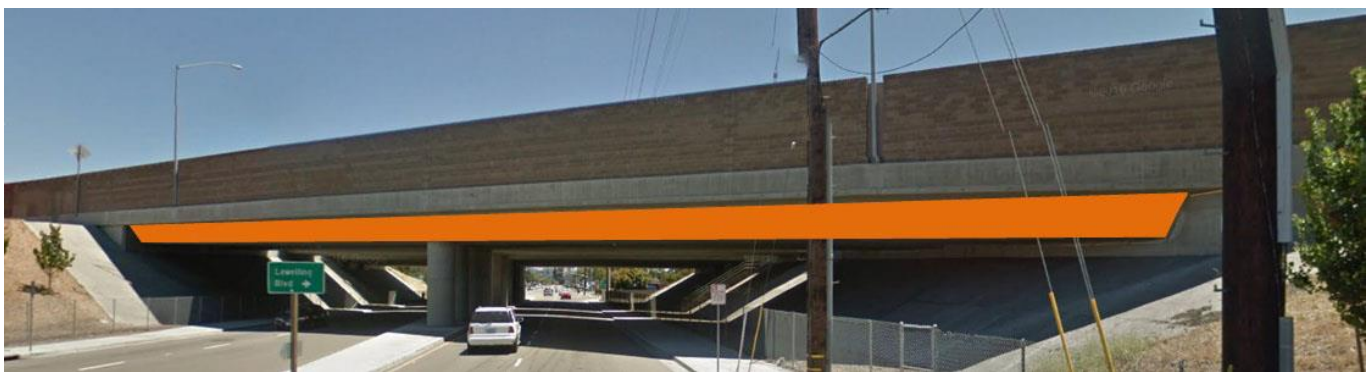
Location: Both sides of the I-238 Highway Overpass at Mission Blvd / E. 14th Street

Requirements: The Community Identifier in Ashland/Cherryland will read “Ashland” when approaching the Ashland community and “Cherryland” when approaching the Cherryland community. The imagery will be different on the two sides of the overpass but will relate stylistically.

Approximate Dimensions: 4' 11" (h) x 234' (w) per side

Approximate Square Footage: 1,150 per side (2,300 total)

Artist’s Contract: Not to exceed \$55,000



Ashland/Cherryland Site: The orange stripe indicates the area where Caltrans will allow painting. Caltrans’ new requirements do not allow painting of other areas of the overpass (this includes the area above orange stripe). The image above shows one side of the overpass; both sides of the overpass will be painted as part of this project. The other side of the overpass is similar in scale and appearance.

2. **Castro Valley Site**

Location: Both sides of the I-580 Freeway Overpass at Redwood Road

Requirements: The Community Identifier will feature the words "Castro Valley". The same design will be used on both sides of the overpass.

Approximate Dimensions: 7' 3" (h) x 163' (w) per side

Approximate Square Footage: 1,180 per side (2,360 total)

Artist's Contract: Not to exceed \$50,000



Castro Valley Site: The orange stripe indicates the area where Caltrans will allow painting. Caltrans' new requirements do not allow painting of other areas of the overpass (this includes the area above orange stripe). The image above shows one side of the overpass; both sides of the overpass will be painted as part of this project. The other side of the overpass is similar in scale and appearance.

3. **San Lorenzo Site**

Location: Both sides of the I-880 Highway Overpass at Hesperian Boulevard

Requirements: The Community Identifier will feature the words "San Lorenzo". The same design will be used on both sides of the overpass.

Approximate Dimensions: 2' 2" (h) x 154' (w) per side

Approximate Square Footage: 330 per side (660 total)

Artist's Contract: Not to exceed \$30,000



San Lorenzo Site: The orange stripe indicates the area where Caltrans will allow painting. Caltrans' new requirements do not allow painting of other areas of the overpass (this includes the area above orange stripe). The image above shows one side of the overpass; both sides of the overpass will be painted as part of this project. The other side of the overpass is similar in scale and appearance.

Get Connected and Stay Informed

Community members who want to receive updates about the projects should send an email to artscommission@acgov.org to be added to the Arts Commission's email list. For more information about the Community Identifier Projects, contact the Alameda County Arts Commission at (510) 208-9646 or visit www.acgov.org/arts

For More Information

Contact the Arts Commission's staff: Rosa Valdez, Program Coordinator
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